

Key Information for Investors

This Key Investor Information Document (KIID) is intended for investors and contains key investor information about this fund. This KIID is not marketing material. The information is required by law to help you understand the nature and the risks of investing in this fund. You are advised to read it in order to make an informed decision about whether to invest.

Simplicity Norden B
 ISIN: SE0013121449
 Simplicity AB
 Corp. identity number: 556611-4723

Financial objectives

Simplicity Norden's main investment objective is to provide capital growth over the longer term and a return in excess of the performance of its benchmark. Simplicity Norden targets investors who seek a long term investment-horizon (at least five years) in Nordic

companies. The fund may therefore be inappropriate for investors with a shorter investment horizon. The fund's benchmark is STOXX Nordic Total Market Net Return Index.

Investment strategy

The fund invests in companies geographically linked to the Nordic countries (Sweden, Finland, Norway, Denmark and Iceland) and seeks to achieve a good diversification across various industries and countries. The portfolio is managed according to a quantitative investment process. The investment process has a long-term investment-horizon and investment decisions are based on an analysis of trends as well as value and quality factors, with the expectation to generate high risk-adjusted returns. Therefore returns may deviate materially from the performance of the market over time.

A minimum of 75% of the fund's assets are invested in equities or equity related instruments and the fund may invest up to 10% of its assets in unlisted shares. The fund may invest up to 10% of its assets in fund units.

The fund will typically not distribute dividends, instead all income is reinvested in the fund.

The fund may use derivatives for efficient portfolio management purposes in order to help manage risks and reduce costs.

Generally, subscriptions and redemptions of fund units can be executed daily.

This KIID applies only to Share Class B. Share Class B is open to investors who, within the framework of an investment service agreement under Ch. 2, § 1 of the Swedish Securities Market (2007:528) or equivalent Swedish or foreign regulation, invest in the fund and where no compensation is paid from the fund management company to the provider of the investment service, and insurance companies that invest in the fund within the framework of agreements with policyholders and no compensation is paid to the company or insurance distributor by the fund management company.

Risk level/Potential Return



Due to the nature of our investment strategy, the risk in our funds fluctuates over time. During certain periods, the risk can be very high compared to historical levels of risk as well as when compared to other funds within the same category. The fund invests in local currency, which means that there is a currency risk.

The risk/reward indicator illustrates the relationship between risk and potential return for an investment in the fund. The indicator is based on how the fund's value has changed over the last five years.

Currently this fund is in category 5, which means that the risk for value changes to both the upside and downside in the fund is high. Please note that category 1 is not an indication of the fund being risk free. The fund can move both left and right on the indicator over time. This is a function of the indicator being based on historical data which is not a guarantee for future results, which may vary.

The fund invests in companies listed on stock markets that are generally characterized by high risk, but also by a potentially high return. The indicator mainly reflects the higher levels of price fluctuations of the equities that the fund invests in.

The indicator reflects the most important risks in the fund, but not the risk that, in extreme market conditions, not being able to buy or sell units in the fund in the exposed timeframe (liquidity risk) and not the risk of loss due to system failure, human error (operational risk) or external events.

Charges

One-off charges taken before or after you invest

Entry charge	None
Exit charge	None

This is the maximum that might be taken out of your money before you invest or before the proceeds of your investments are paid out.

Charges taken from the fund over a year

Ongoing charges	0,84%
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Charges taken from the fund under certain specific conditions

Performance fee	None
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The exit charge is the maximum charge. Information about actual charges can be found at your financial advisor or distributor.

Ongoing charges show the amount paid for management, administration, marketing and other costs of the fund. Transaction costs are not included. The charges represents the calendar year 2018. It may vary from one year to another.

The charges are used to pay the costs of running the fund, including the costs of marketing and distributing the fund. These charges reduce the potential growth of the investment.

Past Performance

The fund was launched in 2002 but share class B but share class B was started in September 2019 and therefore has no previous results to show.

Current NAV figures, key ratios and reports can be found on the fund company's website (www.simplicity.se).

Past performance is not a guarantee for future performance.

Practicle Information

Additional information about Simplicity Norden is apparent in the prospectus, the fund terms and the annual and half-yearly reports. These are available free of charge on our website.

Website: www.simplicity.se

Telephone: +46 340 2195 00

Custodian institution: SEB

Auditor: Peter Nilsson, PwC

Net Asset Value (NAV): The NAV is calculated each day and is published on our website, in leading newspapers and on teletext.

Remuneration policy: Information about the management company's remuneration policy is available on the management company's website. A printed copy of the information can also be obtained upon request free of charge.

Tax: The tax legislation applied in the fund's authorisation country may have an effect on your personal tax situation.

For information about minimum investments and monthly savings, please visit: www.simplicity.se

Simplicity AB may be held liable solely on the basis of any statement contained in this document that is misleading, inaccurate or inconsistent with the relevant parts of the prospectus for the fund.

Authorisation: This fund is authorised in Sweden and regulated by the Swedish Financial Supervisory Authority.

Publication: This key investor information is accurate as at September 10, 2019.